

MC 401: BUSINESS RESEARCH

Course Objective:

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

Learning Outcomes:

Upon completion of this course students should be able to:

1. Clearly identify and analyse business problems
2. Understand and apply the major types of research designs
3. Formulate research questionnaires
4. Present research reports

Course Contents:

Unit I

(2 Weeks)

Nature and scope of business research – Role of Business Research in decision making. Applications of business research. The Research process – Steps in the research process; the research proposal; Management decision problem Vs. Business Research objective

References:

Deepak Chawla and Neena Sondhi, Research Methodology: Concepts and Cases, Vikas Publishing House, India [Chapter 1,2]

Unit II

(3 Weeks)

Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

References:

Deepak Chawla and Neena Sondhi, Research Methodology: Concepts and Cases, Vikas Publishing House, India [Chapter 3,4,5]

BUSINESS RESEARCH

Unit III

(3 Weeks)

Primary Data Collection: Survey Vs. Observations. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval & Ratio. Scaling techniques- paired comparison, rank order scale, constant sum scale, semantic differential scale, itemized ratings, scale, Likert Scale; Questionnaire- form & design

References:

Deepak Chawla and Neena Sondhi, Research Methodology: Concepts and Cases, Vikas Publishing House, India [Chapter 6,7,8]

Unit IV

(4 Weeks)

Sampling: Sampling techniques, Data Analysis: Chi square test, Non-parametric test: Mann Whitney U test, Wilcoxon Signed-Rank test for paired samples, Introduction to theoretical concept of Factor Analysis and Discriminant Analysis. Conjoint Analysis, Innovation-diffusion model: Introduction and managerial implication, Business Report writing (Using Primary and/or secondary data).

References:

Deepak Chawla and Neena Sondhi, Research Methodology: Concepts and Cases, Vikas Publishing House, India [Chapter 9, 12, 14, 16, 17, 21]

Wayne L Winston, Marketing Analytics: Data Driven Techniques with Microsoft Excel, Wiley Publication [Chapter 16, 27]

Text Books:

1. Donald R. Cooper & Pamela S. Schindler, Business Research Methods, McGraw-Hill Education, India
2. Naresh Malhotra, Marketing Research, Pearson India
3. Deepak Chawla and Neena Sondhi, Research Methodology: Concepts and Cases, Vikas Publishing House, India

BUSINESS RESEARCH

Additional Readings:

1. Wayne L Winston, Marketing Analytics: Data Driven Techniques with Microsoft Excel, Wiley Publication

Teaching Learning Process:

The teaching learning process will consist of imparting key concepts of Business Research to the students. To make the lectures interesting use of PPTs and audio visual presentation is advisable as and when needed. The students should be encouraged to attempt real life business/ managerial problems through minor projects and case studies.

Assessment Methods:

Assessment of the students will take place on a continuous evaluation basis. It will primarily consist of class test, assignment, presentation and attendance.

Internal Assessment: 25 marks (including 5 marks for attendance)

End term written examination: 75 marks

Keywords:

Research Proposal, Exploratory Research, Primary Data, Secondary Data, Measurement of Scale, ANOVA, Factor Analysis, Discriminant Analysis, Conjoint Analysis